



FAQs for AMD Fusion Partners

Overall Program Questions

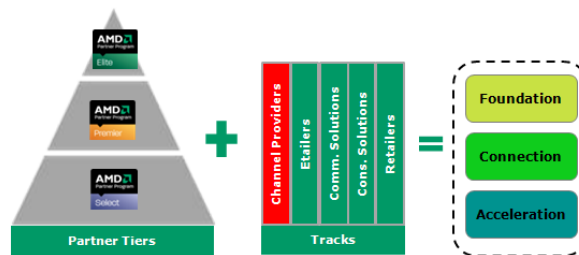
Why did we create the AMD Fusion Partner Program?

Strong, productive technology partnerships help invigorate business and at AMD we recognize that we can't be successful without our technology partners. Therefore, we designed the AMD Fusion Partner Program to strengthen our collective success, by providing you with a competitive program that is focused on helping to drive profitable business through the promotion of an industry leading and extensive technology portfolio. This program will help us join forces and collectively grow our businesses by focusing on:

- **Platforms.** AMD stands apart as a single source for industry-leading platforms—GPUs, CPUs, and chipsets.
- **Programs.** Our program is tailored to your specific business model to deliver incentives, marketing and training programs and support that can help us both succeed.
- **Profits.** We must work together to help drive profits and grow business—utilizing each other's strengths.

What are the biggest changes with the Fusion Partner Program?

We are finally implementing a *single unified Partner program* that will be consistent globally, allowing us to rollout initiative and share best practices on a worldwide scale. You will be put into one of *three tiers* and then categorized into a *Partner track* based on your business model that will enable us to provide a customized mix of *new and enhanced benefits* to support your unique needs.



What if I am currently a part of the Solution Providers, Channel Providers, RAP or Commercial Partner programs?

All of our previous partner programs will eventually integrate into the Fusion Partner Program. If you are classified as a Component Partner, you will immediately integrate into the Program at launch; if you are a Commercial Partner, you are expected remain in your current program until H1 2010.



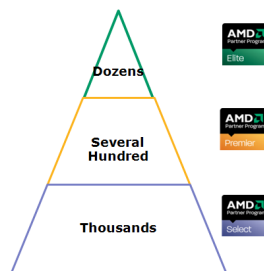
Where can I find detailed information about the new Fusion Partner Program?

- *AMD Communications.* When the program launches on September 30, you will be receiving a series of emails and a Welcome Kit with additional Fusion Partner Program information.
- *Launch Webinar.* On September 30, AMD will be hosting a launch webcast from our headquarters in Austin, Texas. Please be sure to join us that day for an overview of our exciting new Partner Program.
- *AMD Training.* We will also be offering three training sessions - one for each of the Partner tiers - to give a more comprehensive review of the Program. These modules are available on the Partner Portal.
- *Regional Contact/Updates.* For regular updates or additional questions, please contact your Account Manager or reference the Partner Portal.

Program Partner Tier Questions

What are the new Program Partner tiers?

- The top tier – our *Elite* partners – are part of an exclusive, global group that are recognized as our most strategic and loyal technology Partners who have proven to be consistently willing to commit to AMD.
- The middle tier – our *Premier* tier – is comprised of several hundred technology Partners that are the core of our business who are currently our Platinum, high performing Gold and RAP Partners.
- And the final tier – our *Select* tier – is a competitive tier made up of thousands of technology Partners.



What criteria will be used to divide Partners into the three tiers?

All of our Partners will be consistently assessed on total AMD product purchases, strategic commitment and portfolio breadth.

What are the eligibility requirements for Partners to participate in the program and be assigned to a tier?

Elite Partners must:

- Show strategic alignment with AMD (through strategic objectives, products sold and customers targeted)
- Provide POS data, show 8 consistent quarters of revenue
- Select a Program Partner track
- Demonstrate engagement (need to have a marketing plan and appoint an internal AMD resource)
- Agree in writing to the Program terms and conditions.

Premier Partners must:

- Provide POS data
- Show 2 consistent quarters of revenue
- Select a Program Partner track
- Demonstrate engagement by participate in campaigns/events



- Agree in writing to the Program terms and conditions
- Select Partners must:*
- Use the AMD marketing assets
 - Agree in writing to the Program terms and conditions



What are the benefits of being in the Elite tier?

Your Elite status allows us to contribute further to help drive our joint success and provide you with the opportunity to receive exclusive benefits. All these benefits, including financial accelerators and the opportunity for richer incentives and marketing funding, will be delivered to you in a way designed to genuinely support the profitable growth of your business.



What are the benefits of being in the Premier tier?

Your Premier status allows us to provide you the opportunity to realize cumulative benefits across the entire AMD product portfolio and increased incentives for the sale of multiple products. We offer you a customized mix of benefits including marketing funding, product launch programs and training, designed to support your business model and help increase the sale of AMD products.



What are the benefits of being in the Select tier?

Your Select status allows us to provide you a broad range of support, including access to information, sales/marketing materials, and promotions. These benefits are designed to help you to optimize the sale of products based on AMD technology.

How will I know what tier I have been assigned to?

You will receive an email and/or a Welcome Kit telling you what tier you have been assigned. All of our Elite and Premier Partners will have also direct conversations with our Account Managers prior to the official launch.

Partner Track Questions

What are Partner tracks?

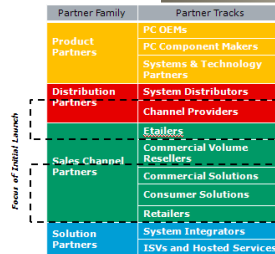
Partner tracks are a layer of segmentation across the channel to help us allocate benefits for according to your business needs. These tracks will help enable us to provide a customized mix of benefits and support to you based on your business model ("how you sell") vs. product focus ("what you sell"). Our program benefits will be packaged to address unique business needs and support preferred routes-to-markets for our Elite and Premier Partners.

Which tracks are going to be available at launch September 30?



For this initial launch we'll be covering most of our sales out channel Partners (eTailers, Commercial Solutions, Consumer Solutions and Retailers) as well as the Channel Providers.

In subsequent launches, we'll include our commercial channel Partners (including the Commercial Volume Resellers).



What is a Channel Provider?

Channel providers purchase products from Master Distributors and distribute to downstream sales out Partners. They make money by driving a high volume of transactions at a low operating cost & low margin. In some cases, they serve customers who cannot purchase products from master distributors or AIB due to geographic, regulatory, political issues or credit issues.

What is an eTailer?

They sell products directly to end consumers with the *majority* of their business online. They primarily make their money on high volume and low margins selling a broad range of products - not just PCs or components. Some larger eTailers are migrating to distributor roles as they gain scale and are selling products to other channel Partners – but their differentiator is their method of payment. They typically have low operating costs because they make minimal investment in sales resources, but spend more money on demand generation. Their websites are profit centers and also information sources for consumers.

What is a Commercial Solutions Partner?

They sell PC systems to commercial customers (OEM branded or white box if custom configuration is required). For these Partners, hardware sales and margins make up a significant source of their revenue and profits. They provide some basic services such as repairs, preventive maintenance, upgrades, etc. and bundling with software. Most Commercial Solutions Partners focus on large enterprise, small & medium sized businesses, public sector organizations or niche customer segments.

What is a Consumer Solutions Partner?

These Partners build and sell systems for consumers who want performance not offered by branded OEM systems, targeting gaming or PC/media enthusiasts who want to buy pre-built systems. They primarily make their money on the margin from selling hardware and offer minimal services.

What is a Retailer?

Retailers sell systems or components to end users through physical 'brick and mortar' store locations which range from standalone or in locations with other retailers. They can be a mix of franchise models, centrally owned or buying co-operatives and make their money on high volume of low margin hardware and software. They may sell systems or components online, but stores are their dominant channel.

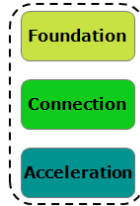
How will I know which track I am assigned to?

Elite and Premier Partners should have meetings with their Account Managers to find out. Select Partners are not assigned to tracks.

Benefit Questions

How can I easily navigate the list of benefits?

The benefits are segmented into three categories – Foundation, Connection and Acceleration.



What are Foundation benefits?

Foundation benefits are those that will help you build the foundation you need by taking advantage of easy access training, information and sales enablement resources.

Which benefits will be available at launch under the Foundation category and why are they important to you?

- *Sales and Marketing Support.* Access to a comprehensive set of AMD sales and marketing resources that can help you grow your business by providing support that is tailored to your business model.
- *PR Support.* Guidelines for creating (or developing/dispersing for our Elite Partners) press releases about the relationship to help you build awareness of your brand and generate demand for your target segments.
- *AMD Academy.* Technical training from AMD to help you build a skilled team of experts to grow your business.
- *Partner Communications.* The latest information about products, training and events to provide on-going communications that are designed to keep you and your team informed and one step ahead of the competition.
- *Marketing Resource Center.* Access to an online repository of marketing materials and customizable assets to help you cost effectively build awareness and generate demand.

What are Connection benefits?

Connection benefits are those that positively endorse and support our relationship through communication and recognition.

Which benefits will be available at launch under the Foundation category and why are they important to you?

- *Partner Recognition.* Awarding you in recognition of your performance and support by endorsing our relationship and promoting your brand to help grow your business.
- *Partner Advisory Council.* Elite Partners are eligible to participate in an exclusive Partner Advisory Council to meet with AMD Senior executives and collaborate on key business issues to help you reach their growth goals by providing you access to our powerful Partner network.
- *Partner Events.* Invitation to AMD-hosted regional partner events and exclusive access to roadmaps, AMD Senior executives and networking with key Partners to provide strategic insight and access to industry experts critical in helping you expand your business.



What are Acceleration benefits?

Acceleration benefits are designed to help you drive profitable growth by utilizing these benefits and resources as support for your sales and marketing programs.

Which benefits will be available at launch under the Acceleration category and why are they important to you?

- *Peak Performer Program.* A Program designed to reward your growth and commitment to AMD by providing attractive incentives and rebates for your company.
- *Marketing Acceleration Funds.* Marketing development funds available for joint marketing activities and co-op funding tied directly to revenue performance to help you get more promotional funding support.
- *Demand Generation Marketing Campaigns.* Access to targeted, co-branded demand generation campaigns designed specifically to help you increase leads and build your pipeline.
- *Product Access Advantage.* Access to the materials, products and information designed to help you get to market first and gain a competitive advantage.

Where can I find more detailed information about the Fusion Partner Program benefits?

You should plan on participating in one of the three training modules versioned for your specific tier for a more comprehensive review of the benefits. You can also contact your Account Manager or reference the Partner Portal for if you've got questions or need additional information.

How do I know specifically which benefits I am eligible for?

Based on your current sales data, your Account Manager can help you assess your total tier and track benefits – both in terms of the estimated financial benefits and additional resources now available to you.

What financial benefits will I receive?

Elite and Premier Partners will receive the Peak Performer Program rebates based on your AMD CPU and ATI GPU revenue relative to your overall targets as well as the Marketing Acceleration Funds.

What is the process for calculating the Peak Performer Program benefits and how are these being paid to me?

The Peak Performer Program rebates will be calculated based on your performance relative to your targets. The calculations for the rebates are broken into four categories:

- **Overall Performance.** There are stepped performance thresholds that increase based on your overall revenue relative to the target. There is a maximum payout for this element based on your track.
- *Linearity.* By achieving interim 4 week and 9 week targets, you can get a kicker to supplement your Overall Performance rebate.
- *AMD CPU and ATI GPU Product Specific Performance.* There are stepped performance thresholds, similar to the Overall Performance element, which increase based on you specific revenue within a product category (Strategic, Performance, Mainstream and Entry) relative to the target. There is a maximum payout by product category for this element based on your track.

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- *AMD AAA Kicker.* In the event that you achieve both your AMD CPU and ATI GPU targets, you can get an extra flat bonus. This is higher for Elite Partners compared to Premier Partners.

What is the process for calculating Marketing Acceleration Funds and how will they be allocated to me?

The Marketing Acceleration Funds are calculated based on an earn rate and a reimbursement rate (which cannot exceed the amount earned):

- *Earn Rate.* You can earn based on how much AMD revenue you generate within specific product categories (Strategic, Performance, Mainstream and Entry). Every quarter the products that fit into each category will be defined and issued as part of the regional guidance.
- *Reimbursement Rate.* You will then be reimbursed on your marketing spend. The rates at which you will be reimbursed will vary based on whether you are marketing a single AMD Product/Solution (e.g. just a CPU), a double AMD product/Solution (e.g. CPU and chipset) or the total AMD "AAA" solution (e.g. CPU, GPU and chipset).

Partner Communication Questions

What communications will I be receiving about the launch of the Fusion Partner Program?

Some of our Elite and Premier Partners will have in person meetings to discuss the program starting at the end of August. On September 30, you can attend our launch webcast at 11am CST announcing the program; an invitation will be sent to you prior to the event. You will also start receiving emails, regional communications and Welcome Kits containing program guidelines, welcome letters and program membership certificates/plaques at launch.